

This pre-emptive
Sinclair
Broadcasting's
strategy which
forces their
stations,
reluctantly over
protests from both
local viewers and
advertisers, to air
an anti-Kerry
documentary days
before the election
is a clear example
of the dangers of
media consolidation.

Sinclair uses the
public airwaves free
of charge, and is
obligated by law to
serve the public
interest. But when
large companies
control the
airwaves, we get
more of what's good
for the bottom line
and less of what we
need for our
democracy. Instead
of something
produced at "News
Central" far away,
it's more important
that we see real
people from our own
communities and more
substantive news
about issues that
matter to local
folks.

Sinclair's imperial
actions show why we
need to strengthen
media ownership
rules, not weaken
them. They show why
the license renewal
process needs to
involve more than a
returned postcard.
Thank you.